



**INSTRUCTIONS:** All training workshops are free and held online at [www.readytalk.com](http://www.readytalk.com). To participate, simply log in to the website to view the presentations and dial in to the toll-free number 1-866-740-1260 to hear the presenters. The individual workshop code will be required for the website and the dial in number. Recordings of the workshops will be posted to the event website for those unable to participate at the time of the presentation.

**August 5 @ 10:00 – *Let's Get Down To Business: Making Your Matchmaker Work For You!* CODE: 3024802**

Learn a few “tried and true” tips that will help you maximize your business opportunities at the 2010 Albany Matchmaker.

**Presenter:** Cathy Pokines, Director of Marketing and Communications, SBA

**August 12 @ 10:00 - *Government Marketing Strategies: Your Map to Government Sales* CODE: 3625753**

The information you need to develop a government marketing plan: registrations, collateral materials, internet tools to research the government marketplace and find contacts.

**Presenter:** Paulette Birch, Program Director, Rochester Procurement Technical Assistance Center

**August 19 @ 10:00 - *Opening Doors to Federal Procurement Opportunities* CODE: 3024802**

The U. S. Government is the world’s largest buyer of goods and services. Federal agencies are required to establish contracting goals with at least 23% of all government spending targeted to small businesses. Opening Doors will provide you with basic information on federal procurement, explores SBA certification programs, describe the SBA government contracting programs that assist small businesses, and offer tips on identifying contracting opportunities.

**Presenters:** James Quackenbush, Business Development Specialist, SBA  
Joyce Spears, Procurement Analyst, SBA

**August 26 @ 10:00 - *Doing Business With NYS: Your Business Is Our Business* CODE: 3024802**

Join the Office of General Services Procurement Services Group and NYS Empire State Development to learn about statewide contracting opportunities for commodities, services and

technology. OGS establishes/administers over 2500 statewide contracts valued at more than \$5 billion annually; in addition, state agencies contract for billions of dollars in procurements that are advertised in the New York State Contract Reporter website publication. Even if you do not think your company is a candidate for a statewide contract, OGS and ESD have plenty of tips for increasing your procurement opportunities with state agencies, municipalities and other public entities in the state.

Presenters: Nancy Fisher, Deputy Director, Small Business Division, ESD  
Anne Samson, Purchasing Officer I, NYS OGS Procurement Services Group

**September 2 @ 10:00 – *Understanding Bonding: Your Guide To Surety Bonds***  
**CODE: 3024802**

When doing business with the government, many contracts, particularly construction projects, require that contractors obtain surety bonds to protect the government from financial losses. In this webinar, you will learn about the different types of bonds and how to obtain them.

Presenters: Roxanne K. Mutchler, Government Contracting Coordinator, SBDC  
Dave Mallen, Director, Mohawk Valley SBDC